



# Factors of Shopping through m-Commerce and its Impact on Consumer Purchase Intention: A Covid-19 Pandemic Paradigm

**A.S. Suresh and V. Ramanathan**

*Department of Management Studies HR and Commerce  
Sri Chandrasekharendra Saraswathi Viswa Mahavidyalaya University, Kanchipuram-631561, India  
E-mail: suresh.a@christuniversity.in*

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**Abstract:** India is the fastest-growing retail market and M-commerce is growing exponentially. However, Covid-19 pandemic has created global disruptions in all spheres and India is no exception. There is a noticeable shift in consumers buying through smartphones leading to increase in online grocery shopping per se and due to fear of vulnerability to pandemic in a physical store. Constructs of perceived equity, perceived usefulness, perceived value and vulnerability to disease have been considered to understand the influence and impact of these aspects on consumer buying intention through smartphones (M-commerce). Descriptive and quantitative research approach was adopted to test the theories of this investigation and a survey was conducted PAN India and data collected through a structured questionnaire from 204 respondents. Data so collected was analysed through factor analysis for identifying key aspects and structural equation modelling (SEM) for developing the model. Findings revealed that vulnerability to disease and perceived equity had the most significant influence on consumer online grocery purchase intention followed by perceived value. The insights can be utilized by various brands to align their M-commerce strategies to consumer preference in the new normal of sustainable business.

**Keywords:** Covid-19, M-commerce, Online shopping, Perceived equity, Perceived value, Smartphones

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